

# THE MOTIVATIONAL FRAMEWORK AND JOB EFFICIENCY THAT AFFECTS THE WORK-LIFE BALANCE OF AN EMPLOYEE WORKING IN THE BPO INDUSTRY IN PARANAQUE WITH RESPECT TO DAY SHIFT AND NIGHT SHIFT.

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## **Abstract**

The offshore BPO industry in the Philippines started in 1999 at the former US Air Force base in Clark by Cyber City then later on the industry started to spread around the country. In the Philippines, the call center industry has been the fastest growing industry in the past seven years and the operation of this industry is global therefore highly fragmented but exceedingly competitive. Several factors like large pool of graduates with English communication skills government support on IT investments and knowledge of ICT are one of the reasons why Philippines developed its computer system and performance.

Work life balance is the state of balance that a person is able to achieve when he or she is able to attain both professional and personal demands. Imbalance work life will affect the person's performance at work and relationship with his co-workers that may mirror to his household environment as well. A healthy work life will benefit both the employee and the employer in a way that productivity, efficiency and a healthy work environment can be achieved.

This research intends to study the work life balance of call center agents both in the night and day shift. The main purpose of the study is to find out whether there is a significant difference between the work life balance profile of the respondents in the night shift and day shift. Descriptive Correlation Method was used in this study. The research chose focus on the components of work-life balance which are Health/Exercise, Family Friends, Leisure and Money and linking these components with the shift and gender of the respondents. Prior to the actual procedure, the proposed questionnaires were submitted for content and face validation by experts in the field. After the validation process, a letter was sent to the different call centers in Paranaque City to ask permission to conduct the research in their company. After the letters been sent to the HR Department of the companies, the respondents were gathered and the questionnaires were distributed. A letter to the respondents was given before answering the questionnaire. As soon as the procedure was done, the questionnaires were collected and the results from the two instruments were interpreted. The data gathered from the demographic profile of the respondents was treated by using the Frequency and Percentage Distribution and for determining the